

Seminar on Management Capability Improvement of Leaders in Electronic Industry Associations and Chambers of Commerce

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| Name | Seminar on Management Capability Improvement of Leaders in Electronic Industry Associations and Chambers of Commerce | | |
| Organizer | Training Center of Department of Commerce ,Shandong Province | | |
| Time | 2023-06-16 to 2023-06-29 | Language for Learning | English |
| Invited Countries | Developing countries | Number of Participants | 40 |
| Objectives of the Training Course | Through this training, trainees will gain an understanding of the current state of development of Chinese industry associations and chambers of commerce, master the construction and management path of them, increase their awareness of the system construction of them, clarify the development concepts and opportunities of of them, and be ready to present appropriate construction ideas and proposals of electronics industry associations and chambers of commerce based on what they have learned and the circumstances in their respective countries. | | |
| Requirements for the Participants | Professional Background | ——Fields or disciplines: Electronics industry ——Positions: leaders of Associations or Chambers of Commerce of Electronics Industry ——Level, education background, or other relevant qualification: senior executives of associations or chambers of commerce of electronics industry | |
| | Age | Below the compulsory retirement age of the recipient country | |
| | Health | In good health and able to attend online training on time | |
| | Language | Listening, speaking, reading and writing in English | |
| | others | Null | |
| Seminar Content | I. Introduction of main training courses (1) About China: an overview of China's current political, economic, social, and cultural development. (2) The development status of China's industry associations (chambers of commerce): introducing the development status of China's industry associations (chambers of commerce) and anticipating future development trends. (3) Construction and management of industry associations (chambers of commerce): introducing the construction and management experience of Chinese industry associations | | |

(chambers of commerce).

(4) Analysis of the current macroeconomic and financial situations in developing countries: introducing China's economic and social development's external environment, current trends and features of China's economic performance, and major concerns.

(5) Situations and industrial opportunities of capital market : introduction to situations and opportunities of the capital market in China and other developing countries to identify the driving power and seize industrial opportunities.

(6) Analysis of the current situation, problems and policies of the development of Micro, Small and Medium Enterprises (MSME): introduction of challenges in the development of MSMEs to discover solutions and strategies.

(7) Exploring the future development of industry associations (chambers of commerce): introducing how to build high-quality industry associations throughout China's modernization so that they can participate actively in the national governance system.

(8) Creative concepts for high-quality industry development: introducing that, to achieve high-quality industry development depends on development of high-end manufacturing and intelligent manufacturing in addition to constant innovation in technology and products.

(9) Capturing opportunities and making strategic decisions in the development of industry associations (chambers of commerce): introducing how to capture opportunities, confront challenges, innovate ideas, and make efficient strategic decisions in the development of industry associations (chambers of commerce).

(10) The standardized governance and high-quality development of social organizations.

(11) Cultural system development of industry associations and chamber of commerce : introduction to how to establish a modern cultural system of industry associations (chambers of commerce) that supports the rapid development of them, and enhance their harmonious co-prosperity with society and government.

(12) A model of Chinese social organization - the Way of Wenzhou Chamber of Commerce exploring innovations.

II. Overall introduction of the lecturers

(1) Chen Jin, Professor and Director of Modern Service Industry Research Center, University of International Business and Economics, who focuses on foreign investment cooperation, service trade, international regulations and agreements, macroeconomic and financial situation analysis, and so on.

(2) Ma Shuzhong, Ph.D. at Zhejiang University, Distinguished Professor of the magazine Qiushi, Ph.D. Supervisor, discipline leader of International Business Department, Head of Global Digital Trade Research Direction of International Trade of "Double First Class" Construction Project, focuses on the mechanism and role of industry-education alliance of cross-border e-commerce .

(3) Yun Lexin, Professor, Dean, Deputy Secretary of the Party Committee and Master's Supervisor of the Business School of Qingdao University of Technology, focuses on innovative ideas for high-quality development.

(4) Zhu Wenlong, Associate Dean, Associate Professor, Ph.D. of the Business School of Qingdao University of Technology, focuses on the capital market situation and industrial opportunities.

(5) Su Jing, Executive Vice President of Qingdao Cross-border E-Commerce Association and founder of Leying E-Business School, focuses on the construction and role of industry associations and chambers of commerce, and opportunity capturing and strategic decision-making in the development of associations.

(6) Wang Baohong, Director of the Foreign Aid Office of Shandong Foreign Trade Vocational College, focuses on Chinese national conditions, Chinese culture and basic Chinese language teaching.

(7) Zhang Penggang, Associate Professor at Shandong Foreign Trade Vocational College, Director of the Department of Cross-border E-Commerce, Secretary General of Shandong Industry-Education Collaboration Association of Cross-border E-commerce , focuses on the current development of Chinese industry associations and chambers of commerce.

(8) Wang Yingxi, Professor and Head of the Department of Business and Foreign Languages at Shandong Foreign Trade Vocational College, focuses on China's national conditions.

(9) Qiu Like, Associate Professor, Deputy Director of the Department of Cross-border E-Commerce at Shandong Foreign Trade Vocational College, Ph.D. in Engineering, focuses on the development of industry associations and chambers of commerce in the context of economic multilateralization.

(10) Xu Bin, Associate Professor of Shandong Foreign Trade Vocational College, Senior E-Commerce Teacher, Innovation and Entrepreneurship Mentor of Education Department of Shandong Province, focuses on the development of social organizations in China.

III. Introduction of discussions and exchanges

(1) Discuss and exchange ideas on the development of industry associations and chambers of commerce worldwide..

(2) Discuss and exchange ideas on the construction and management of associations of electronics industry.

(3) Discuss and exchange ideas on the future development of industry associations (chambers of commerce).

(4) Discuss and exchange ideas on the opportunities and challenges in the development of industry associations (chambers of commerce).

(5) Discuss and exchange ideas on the the effects and suggestions of this project.

IV. Introduction of visits on cloud platforms

(1) Qingdao Cross-Border E-commerce Base.

(2) SCO Cross-Border E-commerce Industrial Park.

V. Introduction of the cloud culture experience

(1) Appreciation of scenic spots and historical sites- the Forbidden City, the Great Wall

VI. Materials to be prepared by trainees

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| | To facilitate exchange with Chinese experts, please prepare materials related to the training theme in your country, such as <input type="checkbox"/> a self-introduction including your profession and organization; <input type="checkbox"/> the development status, problems, and requirements of your country's electronic industry associations and chambers of commerce; <input type="checkbox"/> the basis of cooperation with China, and so on. | | |
| Host City | Qingdao, Shandong Province | Cities to visit | Qingdao City |
| Notes | <ol style="list-style-type: none"> 1. This training class will use VooV Meeting or ZOOM platform. Trainees should contact the undertaker within 10 working days before the start of the class to debug the software and network environment in advance. 2. Students shall follow the schedule, class time, and teaching discipline. The training completion certificate will be issued based on the attendance records. 3. Trainees shall enter the online classroom 15 minutes earlier to get prepared for the class. Write your name in English. 4. Trainees shall prepare materials related to the topic discussion and exchange according to the schedule and submit relevant electronic materials as required. | | |
| About the Organizer | <p>Shandong Foreign Trade Vocational College, with the longest history of foreign trade vocational education in Shandong Province, has been awarded many titles like a national high-quality college, a provincial high-quality college, a special and leading college in Shandong Province and a Qingdao brand college. In the past 50 years, more than 60,000 graduates have been cultivated, and more than 3,000 enterprises have been founded by alumni, making outstanding contributions to regional economic and social development. The College has 11,000 full-time students and more than 600 teachers. The College now offers 24 majors on international trade, e-commerce, logistics management and etc.. The College holds the chairmanship of the Advisory Committee of Foreign Language Teaching in Vocational Education of Ministry of Education, and the vice chairmanship of the Instructing Committee of National Vocational Education of Foreign Economic Relations and Trade. Two large-scale training bases have been built in Tai'an and on the west coast of Qingdao, with five research centers, including the Free Trade Zone Research Center and the Cross-border E-commerce Research and Development Center. The College is affiliated to the Department of Commerce of Shandong Province, and has close ties with the Bureaus of Commerce of various cities in the province. Therefore, the College can utilize various resources in the province to cooperate with thousands of enterprises. The College has established over 200 off-campus training bases in cooperation with Hisense Group, Alibaba and other famous enterprises.</p> <p>Since 2012, the College has completed 315 foreign aid training programs of Ministry of Commerce and trained 10,430 trainees from more than 130 countries and regions. Among them, there are ministerial-level seminars (14 sessions), 23 "going out" overseas training classes (16 sessions), and 92 online classes. Through training, our College has signed cooperation agreements with relevant institutions in more than 50 countries, including</p> | | |

Uganda, Uzbekistan and Dominica, and established 12 overseas training centers in Sudan, Liberia and Eritrea. Projects management and online courses of our college are praised by the Training Center of the Ministry of Commerce and are promoted to national organizers in the form of briefings. The college was invited to make a speech as a model at National Foreign Aid Training Work Exchange Meeting in 2021.

The college collaborated with the Center for Vocational Education development, Ministry of Education to establish an experimental base of vocational education service of the Ministry of Education for the Belt and Road Initiative. The college also coordinated the establishment of the International Alliance of Vocational Education for the Belt and Road Initiative in Shandong Province, creating platforms for international exchanges and cooperation and actively carrying out international training courses, cultivating talents and technology research and development to support the Belt and Road initiative. Utilizing its foreign aid training platform, the college has undertaken more than ten foreign aid training programs on cross-border e-commerce, such as the Seminar on Development Strategies of Cross-border E-commerce for Countries Involved in the Belt and Road initiative. The college is also in charge of the Ministry of Education's 2021 Education Cooperation Project of the Belt and Road Initiative : China-Pakistan Talent Training Program of Cross Border E-Commerce. The college has taught China's cross-border e-commerce development model and experience to more than 100 countries and facilitated more than 40 international cooperation projects, bringing together top cross-border e-commerce experts and leading enterprises from home and abroad and laying a solid foundation for cross-border e-commerce training, exchange, and cooperation worldwide. Through a competitive bidding process, the college became the organizer of the "Seminar on Cross-Border E-commerce for Poverty Alleviation and Building Sustainable Development Capacity for Youth in Developing Countries" in October 2021, marking the first time that a United Nations' cross-border e-commerce training project has landed in Shandong Province. The seminar's effects have been highly praised by the United Nations Office for South-South Cooperation (UNOSSC) and the participating countries. The project has resulted in more than 20 cooperation intentions between China and relevant countries in various fields. The project was included in the list of achievements of the High-Level Dialogue on Global Development, and the following seminars will be hosted one after the other employing a combination of online and offline approaches. The college has accumulated extensive experience in platform construction, faculty cultivation, standard and curriculum development, and support providing through years of exploration and practice.

The college has cooperated with the Qingdao Chamber of Commerce of Import and Export Enterprises, the Qingdao Cross-border E-commerce Association, the SCO Demonstration Area, the China Free Trade Zone (in Qingdao Area), Alibaba Group, and other industries and enterprises to hold numerous relevant training sessions in China, gaining plenty experience in conducting such training courses. Long-term collaboration exists between the college and the Qingdao Chamber of Commerce of Import and Export Enterprises, as

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| | <p>well as the Qingdao Cross-border E-commerce Association. The Qingdao Cross-border E-commerce Association now has over 500 members, including cross-border e-commerce enterprises, cross-border e-commerce platforms, traditional trade enterprises, production-oriented enterprises, international trade service platforms, OEM enterprises, financial payment enterprises, and logistics supply chains, and covering the entire cross-border e-commerce industry chain.</p> <p>The Qingdao Chamber of Commerce of Import and Export Enterprises and the Qingdao Cross-border E-commerce Association have rich experience in the construction and management of associations and chambers of commerce.</p> | |
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